Stronger Economies Together (SET): A Case Study of a Logical Approach to Rural Development

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Outline for Presentation

Background

The SET Program

Lessons Learned and Future Directions
Background

Rural Development – AAEA

Community Development – Other Disciplines
Rural Development – AAEA

Elena Irwin, Isserman, Kilkenny, and Partridge

Some Lessons Learned

Rural economy ≠ Farm Economy
Interdependence of Rural + Urban
Natural Amenities are Important
Sector-based policies are not efficient or effective
Community Development – Other Disciplines

Community Development (CD)
Foundation of Practice

- Denver Team 2004
- Identify CD core competencies for Extension professionals
- Developed framework (foundation) for designing relevant and appropriate programs for communities
Two Important CD Concepts

Layer Cake Model (Peterson) – Key is Shared Vision

- Economic Base
- Physical Infrastructure
- Support Infrastructure
- Human Infrastructure
Two Important CD Concepts Cont.

Community Capitals Model (Flora)

- Human
- Cultural
- Natural
- Built
- Financial
- Political
- Social
Stronger Economies Together - Purpose

Help rural counties work together as a regional team in developing and implementing 

A High Quality Regional Economic Development Plan 
that builds on the current and emerging economic strengths of their region.
Support Structure for SET

SET Regions

State Resource Team

SET National Team

USDA
SRDC
PURDUE
SET: Participation (103 Regions in 32 States) Over Time (2010-2018)
RD 101
Examine Funding Resources

Session 4
Goals, Actions, Measures

High Quality Plan

Session 3
Examines the specific related assets and barriers

Region’s Economy

Session 2
Regional Economic Advantage

Session 1
The Big Picture

Regional Economic Advantage

Civic Forum
Explores our region’s overarching demographics, strengths, challenges, values and opportunities

Informs

Provides a foundation for exploring
Results

1. **Leveraging** - USDA/RD has provided $3.9 million in SET Funds and SET Regions have secured $779 million in funding

2. **Participation** – 103 regions in 32 states.
   - 24 Regions in Phase I
   - 20 Regions in Phase II
   - 12 Regions in Phase III
   - 8 Regions in Phase IV
   - 24 Regions in Phase V
   - 8 Regions in Phase VI
   - 7 Regions in Phase VII
Results, Continued

<table>
<thead>
<tr>
<th>Phase</th>
<th>% of Plans Submitted for Peer Review</th>
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<tbody>
<tr>
<td>Phase I</td>
<td>17%</td>
</tr>
<tr>
<td>Phase II</td>
<td>50%</td>
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<tr>
<td>Phase III</td>
<td>67%</td>
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<tr>
<td>Phase IV</td>
<td>63%</td>
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<tr>
<td>Phase V</td>
<td>92%</td>
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<tr>
<td>Phase VI</td>
<td>75% (some still in process)</td>
</tr>
<tr>
<td>Phase VII</td>
<td>71% (some still in process)</td>
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Significance:
Regions with High Quality Plan Designation were 2x more likely to report leveraging.
Lessons Learned

1. Leadership Matters
2. Civic Engagement Matters
3. Regionalism Works
4. Data Provides A Reality Check
5. Partnerships Are Crucial
6. A Plan Is Necessary But Not Sufficient
7. People Make Rural Development Happen
8. Economic Development Is A Process
Future Directions

1. Framework (Curriculum) is Transferrable
2. Step-by-Step Approach Is Divisible
3. Large Monetary Resources Not Required
4. Open Source Material
Visit The SET Web Site

http://srdc.msstate.edu/set/